

Oona Kolvanki & Jenni Mertaniemi

**WELFARE DAY IN THE SCHOOL OF BUSINESS AND INFORMATION  
MANAGEMENT**

# **WELFARE DAY IN THE SCHOOL OF BUSINESS AND INFORMATION MANAGEMENT**

Oona Kolvanki & Jenni Mertaniemi  
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## ABSTRACT

Oulu University of Applied Sciences  
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Authors: Oona Kolvanki & Jenni Mertaniemi  
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The subject of this thesis was to arrange a welfare day in the school of Business and Information Management. The two development tasks were to give information on how to promote personal wellbeing and to organize a successful event, which marketing communications meet the target group. Two target groups were defined for the event. The first target group was the students of the School of Business and Information Management and the second target group was the staff. The main theme for the event consisted of three areas of wellbeing: physical, social and mental. Erja Korhonen, leader of the student welfare team in the School of Business and Information Management, assigned the thesis. The student welfare team was working in the background of this thesis.

The thesis consists of discussion in physical, social and mental wellbeing. The theoretical foundation includes physical, mental and social wellbeing, event project organizing, project planning, executing, evaluating and terminating. Event marketing is also included in the theoretical foundation by being a part of project planning. In addition to the theoretical foundation, chapters 3, 4, 5 and 6 also review how this event was put into action.

The feedback was gathered by using a simple feedback form with three questions. 90 filled feedback forms were returned. 86 of the participants had gotten at least some ideas on how to promote their personal wellbeing. 67 participants thought that the event content was comprehensive enough and only three did not think so. The internal information channel Oiva reached most of the students that participated the event. According to the feedback, the welfare day event was successful and both of the development tasks were completed.

This welfare day event was the first to be organized in the spring and it turned out to be a good time for a refreshing event like this. Most of the stands had activities to take part in, which made them more interesting. Free samples and raffle prizes by the sponsors Valio, SATS, Neste Oil and Manninen Nutraceuticals gave extra value to the event. Where to locate the stands gives something to think about. If the stands should be located around the school, little signposts would help the participants to find them easily. This thesis report can be exploited when working on a new welfare day event.

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Keywords: wellbeing, project planning, event marketing

## TIIVISTELMÄ

Oulun ammattikorkeakoulu  
Business Information Technology  
Liiketalouden koulutusohjelma

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Tekijät: Oona Kolvanki & Jenni Mertaniemi  
Opinnäytetyön nimi: Hyvinvointipäivä liiketalouden yksikössä  
Työn ohjaajat: Terhi Mustakangas  
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Opinnäytetyön aiheena oli järjestää hyvinvointipäivä Oulun ammattikorkeakoulun liiketalouden yksikössä. Pääkohderyhmänä olivat liiketalouden yksikön opiskelijat ja sivukohderyhmänä yksikön henkilökunta. Toimeksiantajana toimi yksikön opinto-ohjaaja sekä opiskeluhuvinvointiryhmän puheenjohtaja Erja Korhonen. Työn taustalla oli opiskeluhuvinvointiryhmän huolestuneisuus opiskelijoiden hyvinvoinnista ja vuonna 2012 tehty YTHS:n valtakunnallinen tutkimus sekä yliopisto- että ammattikorkeakouluopiskelijoiden terveystilasta.

Opinnäytetyön teoreettinen viitekehys sisältää kolme hyvinvoinnin osa-aluetta: fyysisen, psyykkisen ja sosiaalisen hyvinvoinnin. Teoreettisessa viitekehyksessä käsitellään myös tapahtumaprojektin järjestämistä, projektin suunnittelua, toteutusta, päättämistä ja arviointia sekä tapahtumamarkkinointia. Tietoperustan lisäksi käydään läpi järjestetyn hyvinvointipäivän suunnittelua, toteutusta, päättämistä ja arviointia.

Työn kaksi kehittämistehtävää olivat antaa ideoita oman hyvinvoinnin edistämiseksi sekä järjestää onnistunut tapahtuma, jonka markkinointiviestintä tavoittaa kohderyhmän. Täytettyjä palautelomakkeita palautui 90 kappaletta. Vastanneista 86 osallistujaa oli saanut tapahtumasta ideoita oman hyvinvoinnin edistämiseksi riittävästi tai jonkin verran. 67 osallistujaa piti tapahtuman sisältöä tarpeeksi kattavana, ja vain kolme ei pitänyt. Suurin osa markkinointiviestinnästä tavoitti kohderyhmän Oivan kautta. Tapahtumasta saadun palautteen mukaan hyvinvointipäivä oli onnistunut, ja molemmissa kehittämistehtävissä päästiin tavoitteisiin.

Tämä hyvinvointipäivä oli ensimmäinen opinnäytetyönä järjestetty tapahtuma, joka pidettiin keväällä. Ajankohta arvioitiin erittäin sopivaksi virkistävän tapahtuman järjestämiseen. Suurimmassa osassa esittelypisteistä oli jotain aktiviteettia, mikä lisäsi niiden kiinnostavuutta. Myös Valion, SATSin, Neste Oilin ja Manninen Nutraceuticalsin sponsoroimat ilmaiset näytteet ja arvontapalkinnot toivat lisäarvoa tapahtumalle. Esittelypisteiden sijoittelu antaa miettimisen aihetta. Mikäli ne sijoitetaan ympäri koulua, on seinille hyvä laittaa myös opasteita, jotta osallistujat löytävät pisteet helposti. Tätä opinnäytetyötä voidaan hyödyntää seuraavan Oulun ammattikorkeakoulun liiketalouden yksikössä järjestettävän hyvinvointipäivän suunnittelussa.

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Asiasanat: hyvinvointi, tapahtuman järjestäminen, tapahtumamarkkinointi

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# 1 INTRODUCTION

Our thesis project was to organize a welfare day event in the Oulu University of Applied Sciences School of Business and Information Management. The project had two development tasks: to share information and help finding ways to promote physical, mental and social wellbeing and to organize a successful event, which marketing communications meet the target group. Erja Korhonen, who also runs the student welfare team, assigned the thesis subject. In the background of the thesis there was the welfare team's concern over students' wellbeing.

The student welfare team has four objectives which are to promote unrestrained studies to realize equality, plan and actualize supporting measures for each student, inform about the subjects concerning students' wellbeing and increasing knowledge for student care related issues among teachers and other personnel. Obstacles that students may face are physical, mental and social.

In 2012 the University Student Health Survey was conducted to investigate Finnish university students' physical, mental and social health. The target population consisted of under 35-year-old undergraduate students studying in Finnish universities. The sample consisted of 9992 students, of whom 53% were women. The proportional shares of students in academic universities and universities of applied sciences were equal. The overall response rate was 44%. The response rate for men was 35% and for women 52%. (Kunttu & Pesonen 2012, 7.) The results are comparable with the results of the nationwide university student surveys of 2000, 2004 and 2008.

The survey showed that the students found their health being good in general. It had not changed since 2008. In 2012, the most common symptoms experienced at least once a week were exhaustion, flatulence and upper back problems. 28% of the students had mental problems that have become more common since 2000. In the Universities of Applied Sciences, the students wished to get assistance, most with stress management, exercising, time management, relationships and self-esteem, but also with for example studying problems, nutriment and weight control. (Kunttu & Pesonen 2012, 41, 44, 56.)

The idea behind the welfare day was to organize an event mainly for the students of the School of Business and Information Management but also for the personnel. All three stages of wellbeing were included into the event. Nevertheless, the emphasis was on the physical wellbeing, because

that is our expertise. Most of the presentation stands had a physical activity to take part in or they were otherwise related to physical health. Mental and social wellbeing were taken into account for example in the Valtti project stand and in the evening get-together later on the welfare day. Valtti project helps students with their study related challenges by arranging guidance and peer groups. A new students' club called Tuesday Club also started its activities on that day.

The key concepts of the thesis are physical, mental and social wellbeing as well as planning, organizing, executing, terminating and evaluating an event project. Event marketing is one part of the project planning. The theoretical foundation consists of five sections. Section one covers the three aspects of wellbeing. Section two deals with organizing of an event project covering the definition of a project and introducing the project organization. The third section of the theoretical framework is about the planning of a project and defining objectives and the target group. It also covers event marketing and risk assessment. The last two sections are about executing and terminating and evaluating the event. In addition to the theoretical framework, sections two, three, four and five also reviews how the welfare day event was done.

## 2 HEALTH AND WELLBEING

In this chapter the emphasis is on the theoretical foundation for all three areas of wellbeing. The first subtitle, physical wellbeing deals with physical activity, nutrition and sleep. The second subtitle, mental and social wellbeing, discusses them together as they are difficult to separate.

The World Health Organization (WHO) defines health as a state of complete physical, mental and social wellbeing and not merely the absence of disease or infirmity. The definition has not been amended since 1948. (WHO 2014, date of retrieval 6.1.2014.) Even though health and wellbeing is not exactly the same thing, they usually go together. Well-being is difficult to summarize into one definition, because it consists of many factors such as health, finance, living conditions, clean environment, safety, self-fulfillment and close relationships. (Ministry of Social Affairs and Health Finland 2013, date of retrieval 6.1.2014.)

Student wellbeing consists of physical, mental and social aspects. Physical aspects of wellbeing are for example rest, versatile nourishment and regular exercise. Mental wellbeing for instance consists of mental balance and ability to trust and appreciate oneself. Social wellbeing includes a student's social network and social skills amongst other things. (Jyväskylä University of Applied Sciences 2014, date of retrieval 6.2.2014.) To stay healthy and able to function, human beings need time to work on each area of wellbeing. Neglecting one of the areas for a period of time will reduce quality of life, which is why every aspect should be taken care of at least moderately. (Sallinen, Kandolin & Purola 2002, 20.)

### 2.1 Physical wellbeing

*“Physical activity is defined as any bodily movement produced by skeletal muscles that require energy expenditure. Physical inactivity has been identified as the fourth leading risk factor for global mortality causing an estimated 3.2 million deaths globally”.* (WHO 2014, date of retrieval 31.1.2014.) The lack of physical activity has been more commonly identified as the fourth leading risk factor for global mortality. The term “physical activity” is many times mistaken with “exercise”. Exercise is moreover structured, planned, repetitive, and more purposeful where the physical



appearance and physical fitness are the objectives. The World Health Organization defines that adequate and regular levels of physical activity in adults can help, along these lines:

- Reduce the risk of hypertension, coronary heart disease, stroke, diabetes
- Improve bone and functional health
- A key determinant of energy expenditure, and fundamental for energy balance and controlling weight

The very limited amount of information on national guidelines for physical activity has made clear that there is a need for global recommendations which have a scientific profound. From a global point of view, the factors for the benefits, type, amount, frequency, intensity, duration and total amount of exercise are key information for the mid – and higher level policy makers. These recommendations will help to compose a resource for national-level policy makers. (Global recommendations on physical activity for health, 13-14.) Today, physical activity is stated to be an important element of living healthy all around the world. The central policy making departments are more and more interested in the importance of physical activity among citizens. (Biddle, Fox, Boutcher 2000, 3.)

Physical activity stages have divided as in age segments, which define the level, type and need for exercise in different age groups (Global recommendations on physical activity for health, 16). For a conclusive thought, there are different recommendations on daily exercise amount. The evidence of acute effects on regular physical activity speaks for the benefits on long-term basis. Undertaking physical activity 150 minutes per week encourages integrating physical activity as a part of daily lifestyle. (ibid., 26.)

Physical activity guideline implementation needs to be integrated also considering cultural background, gender issues, ethnic minorities, and the burden of disease relevant to the country (Global recommendations on physical activity for health, 36). By forming and implementing an effective strategy for continuously reducing diseases and deaths includes offers great opportunities. For the possibility to enable people live longer and healthier, development needs to be done in the definition of adequate physical activity standards. By using all the potentiality the major stakeholders relating to the matter, the vision of a healthier population can become a reality. (Global strategy on diet, physical activity and health, 3.)

As nutrition and eating related fields are discussed, the first thoughts usually concern weight controlling. Issues associated with nutrition have a strong impact on vitality and sleep and this way to general wellbeing. In order to have the most stabile sleep and vitality conditions, nutrition should be precisely concentrated on. (Phil 2010, 17.) As an underestimated fact, sleep and nutritional factors go hand in hand. As smaller, occasional disturbs in either factor can be fixed easily, prolonged problems starts to effect on health issues. By having physical activity at the most optimal time of the day and enjoying food with the best nutrients, body can achieve a relaxed state when sleeping becomes healthy and refreshing. (ibid., 19.)

## **2.2 Mental and social wellbeing**

It is difficult to separate mental and social wellbeing. Instead, they can be discussed together. Work, relationships, hobbies, relaxing and enjoying are all attached to mental and social wellbeing. (Sallinen et al. 2002, 24.) Mental health is defined by the World Health Organization as a state of wellbeing in which every individual realizes his or her own potential, can cope with the normal stresses of life, can work productively and fruitfully and is able to make a contribution to her or his community. (WHO 2013, date of retrieval 22.1.2014.) Good mental health is not simply the absence of diagnosable mental health problems. It is characterized by a person's ability to, not only learn, feel, express and manage a range of different emotions, but also form and maintain good relationships with others and cope with change and uncertainty. (Mental Health Foundation 2014, date of retrieval 22.1.2014.)

Work is more than a financial necessity. It helps form a daily rhythm and keeps minds active. Well-being at work means that work is meaningful and flowing in a safe, supportive and health-promoting environment. (The Finnish Association for Mental Health 2014, date of retrieval 6.2.2014.) It stimulates motivated management and the workplace atmosphere and professionalism of employees, as well as impacts on coping at work. Wellbeing at work increases productivity and commitment to the job. It also reduces incidents of sick leave. Promoting wellbeing at work involves both employers and employees. Everyone is in a position to make a good workplace atmosphere. (Ministry of Social Affairs and Health Finland 2013, date of retrieval 6.2.2014.) We are of the opinion that from students' perspective the school society does amount to a work society in many ways.

Good self-esteem, such as making independent decisions, accepting oneself as one is, appreciating others and bearing adversity will further positive mental health. When demands exceed resources and abilities, there is a risk to exhaustion. It is important to recognize the signs of exhaustion early and have supportive friends and family around. (YLE Opetushallitus, date of retrieval 30.1.2014.) Maintaining warm relationships requires time and effort to treasure them. Urge to belong to a group, to be accepted and to love and be loved are basic need for human beings. One characteristic feature for balanced life is belonging to several groups, such as family, friends and work society. (Sallinen et al. 2002, 25.)

Mental wellbeing consists of doing something meaningful so that one can fulfill oneself and experience success (YLE Opetushallitus, date of retrieval 30.1.2014). Nevertheless, sometimes it is good to do nothing but relax. Doing nothing will help with getting new ideas and seeing things more clearly. It also makes it easier to master time management. Even though work might be interesting and motivating, it is important to have hobbies in order to have something else to think about. (Sallinen et al. 2002, 26.) Hobbies can be any kinds of free time activities. They are valuable for learning and gaining skills and knowledge. (University of Oulu, date of retrieval 7.2.2014.) Pure enjoyment, at work and in free time, comes usually from flow experiences (Sallinen et al. 2002, 27).

### **3 ORGANIZING AN EVENT PROJECT**

This chapter starts with the definition of a project and goes through the project organization in theory. The chapter also introduces the project organization and people who are involved in this project.

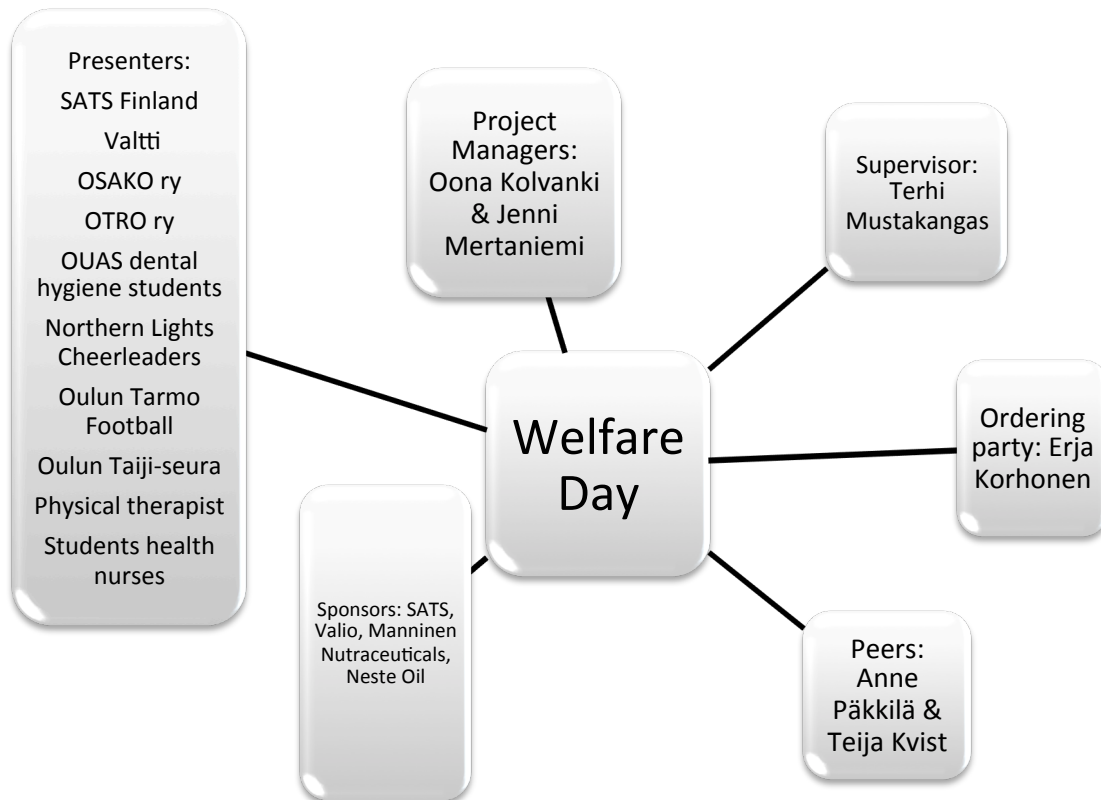
#### **3.1 Project definition**

The Project Management Institute (PMI) defines project as a temporary group activity designed to produce a unique product, service or result (Project Management Institute 2014, date of retrieval 22.1.2014). A project can be considered to be any series of activities and tasks that have a specific objective to complete and defined start and end dates. A project may also be multifunctional and consume human and nonhuman resources (i.e., people, equipment, money). (Kerzner 2013, 2.)

#### **3.2 Project organization**

Many people with differing expectations have a stake in a project so it is important to identify and manage their expectations. When a project begins, a group of people has an interest in it because they will be affected by it or they might affect the project itself. The stakeholder map is a quick and simple way of identifying everybody who will affect or be affected by the project. (Roberts 2007, 56.)

The stakeholder map (Figure 1) for this thesis project consists of the two organizers Oona Kolvanki and Jenni Mertaniemi, supervisor Terhi Mustakangas, ordering party Erja Korhonen, peers Teija Kvist and Anne Pääkkilä, sponsors SATS, Valio, Neste Oil and Manninen Nutraceuticals and presenters SATS, Valtti project, OSAKO ry, OTRO ry, OUAS dental hygiene students, Northern Lights Cheerleaders, Oulun Tarmo football, Oulun Taiji-seura, physical therapy student Lotta Haapaniemi and two student health nurses. The student welfare team is another project organization working in the background of the thesis.



*FIGURE 1. The welfare day stakeholder map*

The next chapter discusses project planning in theory, which includes event marketing, marketing plan, marketing channels, follow-up marketing and risk assessment. In addition to the theoretical foundation, the chapter contains information about the objectives and target groups and also how this project was planned and marketed and what risks were taken into consideration.

## 4 PROJECT PLANNING

To master a successful project, there is a need to understand what the core values for a project are. Most of the projects have similarities when it comes to requirements, design and constraints. Projects depend on communication, being able to make decisions and both logical and creative thought put into action. Usually, projects have a schedule, a budget and a customer. The most important thing is to be able to compose these factors into a whole that serve both the customer and the project team. (Berkun 2008, 2-3.) Projects involve a team, which depending on the structure of the organization, is usually managed by project management team or a project manager. Also the goals and the culture behind the members play a role in the project. (ibid., 8.)

Project plans, or schedules, serve for three types of purposes. The first is to make commitments between the core members about the things that need to be done, and more importantly *when* those things need to be done. The planning serves a type of a contract for each person involved with the project and confirmation has been done of what each person are responsible for, over a period of time. Usually, the customer pays not only for the service provided, but the timeline that fits their needs. To be able to have a structured project, the timeline needs to be agreed upon what specific things are done in what time. The second things is that the schedule also works as an encouraging factor for the team members, to see the efforts put in the progress and how their investments work with others. If there is no draft schedule made, the connections and dependency with others are likely to be unnoticed. Without a plan, every team member will focus on their individual tasks relentless on others and how their work will effect on the outcome. The third purpose of a project plan is to stay up to date with the progress made and to be able to spread the workload into more manageable pieces. (Berkun 2008, 24-25.)

According to Berkun (2008, 24-25) if a week-by-week schedule of activities is provided, it is more likely that everyone can understand what are the tasks that are done and when, what are the main priorities and to be able to ask important clarifying questions. It gives a clearer picture of the whole project. The larger, and more complex the project is, the more important schedules are.

The project plan (appendix 1) was made in a table form, which included all of the steps from the opening seminar, towards the welfare day and the presentation seminar. The project plan also indicates the person who is responsible for each task. The project plan was composed with the knowledge of what had been done in the previous welfare day event and what wanted to be done differently this year. The presenters were planned to be focusing on each areas of wellbeing defined earlier but utilizing the same contacts what had been used in previous welfare day projects. Fundamental factors, such as the duration of the event and the day were set first, with the knowledge of student behavior and interest in such event. The welfare day was previously arranged from 10 am to 3 pm, and this had been seen as a good time of a day to arrange it. It was also decided, that any classes would not be cancelled to achieve the maximum participation rate of students on that day.

Erja Korhonen made suggestions on some of the cooperating partners, and the final partners were formed to the project plan as the meetings were held. As a conclusion to the meetings, it was decided that the welfare day activities would focus more on functionality so that each of the presentation stands would have something functional from their field for the participants. This was done to attract the participants by activating them. The project plan formed this way so that the contacted cooperating partners would be the ones to have functional activities in their presentation stands. In the previous welfare day events the programs were separated into different parts, where some of the activities happened in classes and some happened in the presentation stands in both of the lobbies. In this project, the activities in classes were left out and the focus was more on the presentation stands in the A lobby, class B355 and restaurant Wallu.

#### **4.1 Objectives and target group**

A target group can be defined as a group of people to whom the marketing is directed. As in events, the target groups are the ones to whom the message is directed. Challenges come from identifying and understanding the target group profile. Defining the audience, goals and objectives becomes important at the first stages of event planning. Also, after the event, the success or non-success needs to be measured. Valid tools for researching these things are important to serve their meaning most efficiently. (Berkun 2008, 31-41.)

The two target groups for the event were primarily the students and secondarily the school personnel. The aim was to activate everybody in the school, not only certain subgroups within it. The main objectives for the welfare day are defined in the development tasks. The development tasks were to give information and help finding ways to promote physical, mental and social well-being, and to organize a successful event which marketing communications will reach the target group. The presenters had informative and functional stands promoting the areas of wellbeing they operate in. As the main theme in the welfare day was physical wellbeing, the social part was taken into consideration by offering the evening get-together event later on the welfare day, and the mental part by having Valtti project in the event to tell about their operations. The possibility to increase social wellbeing among students was taken into action by arranging a get-together event in cooperation with OTRO ry, which is the student association in the School of Business and Information Management. OTRO ry arranges different kind of activities for students. The main objective for the evening get-together was for the students to have a possibility to have more social contacts outside the school area.

## **4.2 Event marketing**

Usually, there are four different Ps that define marketing: product, price, placement and promotion. When defining the product and the price, there is a need for creative thinking and process. The goal is to develop a product that answers to the target group's needs. It also needs to be sold in a profitable price. Research analysis and creativity are needed in order to be successful. Placement refers to how the customer will be able to reach the product. The marketing place needs to be defined whether it is through a website, a local store, etc. (Berkun 2008, 50.) There are two types of marketing, direct and indirect. In direct marketing, the producers interact with their customers without any interface. In the indirect marketing, the help of some intermediaries is taken to reach the market. (Dhotre 2010, 5.)

The foundation for successful event marketing needs to be set. At first, there is networking, which includes talking, listening and understanding the core strengths. The process of networking is about relationships and how to be able to learn with asking questions within the organization. The second is to understand the business goals of the event. The third is to assess the functions within the organization. Fourth factor is to research the competitor for development. New and fresh ways, that support the event plan, are recommended. (Saget 2006, 5.)



#### 4.2.1 Marketing plan

A simple marketing plan for an event should include internal marketing within the project group, a press conference or a press release, media marketing and direct marketing. However the practical decisions depend completely on the target group and the objectives for the event. If the event is targeted to young people, using social media, such as Facebook works as a marketing channel. In case social media is used for marketing purposes, it has to be included in the marketing plan. (Häyrinen & Vallo 2012, 55-56.)

The marketing plan for the welfare day (appendix 2) was made into a word document, where the tasks that needed to be done were divided into a time schedule. The time schedule included the tasks referring to the selected marketing methods and channels, which were Facebook, internal information channels Oiva and Heimo and the posters to be put on the school bulletin boards. Before the directions seminar, the posters and welfare passes (appendix 3) for the day were planned and drafted. The planning officer Inkeri Hedemäki notified teachers by email and in Heimo. The marketing plan helped, as there was the possibility to cross a mark for the tasks that were done week-by-week, making the monitoring easier.

Three weeks after the winter break, first notifications were sent to the school personnel in both Finnish and English. The school staff was notified to clarify the purpose of the day and to inform about the possible classroom changes. Oiva was used as a channel to spark the attention of the students, as the first notification was sent three weeks before the event. The second notifications were bulleted at the top notifications in Oiva on the day before the event. School of Business and Information Management has its own Facebook page, where the notification was posted in Finnish and in English. The organizers also made a Facebook event, which was published and shared on the welfare day week. OTRO ry cooperated with sharing the Facebook event on its Facebook page.

Posters for the welfare day were hung up to the school walls three weeks before the event. The posters were designed to have information of the event shortly, as the last notification in Oiva had more detailed information about it. Two eye-catching, differently designed posters were designed, in order that the get-together is arranged separately in the evening but maintaining the linkage to the actual event. The plans for the get-together were set up on week 9, and the cooperating partner Café Rooster verified its participation on week 11. The get-together posters were finished

and set on the walls on week 13, as the get-together event was planned later so it was not taken into consideration when the marketing plan was done.

#### **4.2.2 Marketing channels**

“Marketing channels refer to an organized network of interconnected organizations and agencies involved in the process of making a product or service available to consumers” (Dhotre 2010, 4). Marketing channels can be said to be independent business organizations. The channels work as a ground for the firm and its customers. By facilitating the producers they ensure a smooth flow for the products and services to the customer. (ibid.) Marketing channels rely on a workable distribution system. Marketing efforts will be wasted if the rightly designed, a reasonably priced and promoted product does not reach the consumer at the right time and place. Physical distribution has a vital role when designing the marketing mix and enhancing the customer satisfaction. (ibid., 14.)

When selecting the marketing channels, the characters of the company, customer, competitor, product, market and environment need to be considered. The availability and affordability of the channel members' effects the channel decisions. The intermediaries many times have a strong influencing power compared to the producers, so the channel selection depends on the ability of the producers to attract the intermediaries. As for example, big supermarkets many times dominate the markets therefore they can dictate the terms to the producers. (Dhotre 2010, 68.)

Marketing channels for the event were the internal information channels Oiva and Heimo, posters and social media. The channels were chosen for the target group in order to support the development task, to reach the students who are likely to take part in the event. Because of the zero-based budgeting, the posters (appendices 4 & 5) were designed by a fellow student of Oulu University of Applied Sciences, Eevamaria Raudaskoski. Eevamaria designed the posters as a part of her project course. This way the event got more value of using networks and having a professional view on the designs. Oiva, Heimo and the Facebook page worked as more issue-oriented channels whereas the posters, which were set on the school information boards, had the role to draw attention of students before and on the event day. The most emphasized marketing channel was Oiva, even though all of the channels were included in the marketing plan to support each other with periodical marketing.

### **4.2.3 Follow-up marketing**

After the event it is time for follow-up marketing. At simplest, it can be sending a thank-you note or a give-away gift and the material that was gathered, to the participants. It is a way to show appreciation. Follow-up marketing always involves collecting feedback from the participants as well as from the project organization. The organizer sums up the collected feedback, analyzes it and learns from it. (Vallo & Häyrynen 2012, 180.)

Thank-you notes were sent to the cooperation partners and sponsors by e-mail on the next day. The participants were thanked on Facebook right after the event. Some pictures of the event were posted on Facebook as well. The feedback was gathered as the participants filled out the feedback forms (appendix 6) on the other side of the welfare pass. The presenters were asked to give verbal feedback to the organizers during the day.

### **4.3 Risk assessment**

Making a decision on the basis of assumptions, expectation, forecasts and estimates of future involves taking risks, which as concepts are quite abstract. Risk is difficult to define and usually impossible to measure with any precision. According to John Raftery, risk and uncertainty characterize situations where the actual outcome for a particular event or activity is likely to deviate the estimate or forecast value. The outcome might be better or worse than expected. These are called upside and downside risks. (Raftery 1993, 5.) One of the simplest ways to characterize risk is to multiply its loss by likelihood. Risk is the product of the expected consequences of the event and the probability that the event might occur. All risks have these two different, but related, components. (Kendrick 2009, 2.)

The risks, that would affect the success of the welfare day, were estimated to be unattractiveness of the event, cancellation of the cooperation partners, both of the organizers taking ill and/or failing to meet the target groups with the marketing communications. It was difficult to estimate how many participants the welfare day would attract beforehand, but the event were made convenient and attractive to the participants by locating most of the presenters in the A lobby. There were only a few stands by the restaurant and in the classroom B355. The chosen presenters were estimated to interest the participants and support the first development task. In

case of a cancellation, some presenters would have been able to be replaced. Due to careful planning, the other organizer could have taken control of the event in case the other one had taken ill. Some tutors were recruited to help with handing out and collecting the welfare passes as well as setting up and taking down the tables. The marketing was planned so that the risk of marketing communications not meeting the target group was minimized.

The next chapter deals with event execution theory and how this event was executed. The cooperating partners are introduced in the chapter as well as the arrangements that needed to be done by and on the welfare day. The last two subtitles discuss what happened in the event and in the evening get-together.

## **5 EVENT EXECUTION**

Events can be categorized into four broader categories based on their objectives and purposes: leisure events, cultural events, personal events and organizational events. The framework for the event must be set before the preparation of marketing plans. (Mehndiratta 2009, 6.) Executing consist of the processes that are used to complete the work defined in the project plan to accomplish the project requirements. The processes involve coordinating the resources and people, as well as performing the activities of the project and integrating them with the project plan. (ibid, 217.)

Event management is the application of the management practice of project management to the creation and development of events. It involves studying the brand, identifying what is the target group, planning the needed logistics, devising the concepts, and coordinating the technical factors before the actual execution of the event. (Mehndiratta 2009, 1.) Event management is one of the strategic communicating and marketing tools for companies in all sizes. For more effective communication with the clients, companies create promotional events. Events also draw attention of new prospecting customers. Target groups are also reached by different media tools. In events it is possible to reach them on the actual event. (Mehndiratta 2009, 3.)

### **5.1 Cooperation partners**

There were eleven presenting stands and five sponsors in the event. The presenters were SATS Finland, Manninen Nutraceuticals, Valtti project, OUAS dental hygiene students, health nurses, physical therapy student Lotta Haapaniemi, Oulun Taiji-seura, Northern Lights Cheerleaders, Oulun Tarmo Football, OTRO ry and OSAKO. Manninen Nutraceuticals and SATS Finland were also sponsoring the event along with Valio and Neste Oil by donating prizes and free samples. Café Rooster was one of the cooperation partners by hosting the evening get-together and selling healthy smoothies half-price to the welfare day participants.

SATS Finland is a health club that has two gyms in Oulu. Their stand had a body composition analyzer and a personal trainer to explain the results. They also arranged an opportunity to become a member at a student-friendly price. Manninen Nutraceuticals is a special diet product

marketer. The owner Anssi Manninen presented the products and organized a recovery drink tasting. Valtti project offers students support group activities to help with collegial problems. Marjo Similä and Kaarina Närhi from the Valtti project were introducing Valtti and its activities to the participants. Three of Oulu University of Applied Sciences dental hygiene students hosted a quiz about the health risks of smoking. They also handed out xylitol gum and dental drops. The health nurses measured carbon monoxide values in exhalation. From Lotta Haapaniemi, the physical therapy student, the participants could ask about their physical problems and concerns. She also practiced cup massage. In the event there were two introduction sports: chi kung and competitive cheerleading. Oulun Taiji-seura had two presenters that arranged showings of chi kung, that the audience had a chance to participate in. Northern Lights Cheerleaders presented competitive cheerleading by having a short show of stunting and air acrobatics every half an hour. OSAKO and OTRO ry hosted a ball game and a Nintendo Wii –tournament.

## **5.2 Arrangements**

Most of the event arrangements needed to be done in advance. Contacting the cooperation partners and presenters started in January so that there was enough time to make changes if needed. Recruiting the tutors that handed out and collected welfare passes in the lobbies was done together with the tutors in charge. It involved making a work shift list and familiarizing the tutors with their tasks. Classroom reservations to B355 was done as the presenters of chi kung needed space for their shows. The changes were made together with the teacher that had a class in that room and it was removed to another classroom. The class B355 was chosen because it has glass walls, which makes it easier for the participants to see and get to know chi kung.

On the day of the event the arrangements were to set up tables for the presenters, pick up the free samples from Valio, lay them out and hang out the “tips” on the walls around school. The school caretaker helped with setting up the tables and building the presentation stands. The free samples were given out in the restaurant Wallu for the first 108 participants.

## **5.3 The welfare day event**

The event started on the March 26th at 10 am. The presenters arrived before that to set everything up. Most of the stands were located in the A lobby, but Oulun Tarmo Football and

Oulun Taiji-seura were located first in the classroom B355. Oulun Tarmo was removed later to A lobby. OSAKO's and OTRO ry's stands were located in the floor 0 by the restaurant Wallu and Northern Lights Cheerleaders in the restaurant, because they needed a high ceiling. Introducing chi kung started at 11.30 am in the B355. It was made possible to the audience to participate in the shows every half an hour. Introducing competitive cheerleading by Northern Lights Cheerleaders started at 10:45 am and they performed at every half an hour as well. The body composition analyzer attracted a lot of people and there was a waiting line at all times.

#### **5.4 The evening get-together**

The get-together was planned in order to activate students in social means. Social interaction outside school area happens usually at different parties or occasions that are organized by different student organizations. To attract the students, the get-together spirit was set to equate with the spirit of the welfare day – a relaxed atmosphere where the participants have the possibility to make new social contacts outside the school.

The place for the get-together was decided to be Café Rooster because it was the best match for that purpose. The atmosphere there is ideal for socializing and getting to know new people. The get-together started at 6 pm and ended at 10 pm. The event did not have any specific program itself. In order to get the students' attention to the evening event, it was organized together with OTRO ry as they were interested in organizing an event different than what they normally do. OTRO ry has also several channels to reach students better, which made the marketing easier and more visible. The evening event was marketed on OTRO's Facebook page and on the welfare day event page on Facebook. The evening event achieved a satisfying level of interest among students and the approximate turnout was as it was expected.

## 6 TERMINATION AND DEVELOPMENT IDEAS

This chapter contains some theoretical foundation to terminating an event. It also discusses how this event was terminated and evaluated. Development ideas for similar future events are included in the last parts of this chapter.

Events need to be evaluated to make the team working with the event more efficiently and effectively, as the event could be organized again. Event evaluation should be done immediately after the event, preferably right after or the next day. (Mehndiratta 2009, 9.) Target group feedback is important. Gathering feedback can be done by using a simple feedback form. Different kinds of incentives can be invented to get feedback. When feedback has been gathered, discussing the occurred problems with the team members should be done. The performance of each team member or event organizer should also be evaluated. The effectiveness of promotional campaigns and creation of event evaluation report can be included in the termination of the event. (ibid., 9.)

The welfare day event was terminated as scheduled and evaluated by the organizers right after the event. The event termination included collecting and analyzing the feedback forms. Evaluation with the ordering party Erja Korhonen was done later in April. The event was seen important and the changes made from the previous welfare day events were seen positive. The main thing that was done differently was that the activities in classes were left out and the event was mainly emphasizing on physical wellbeing this year. Leaving out the activities in classes was a conscious decision, as they were not seen so valuable to the event content. Another good thing was that the plan was not too exact. According to the ordering party, there were some small things that could have been done better, such as giving notice every time the cheerleading show was about to start.

Due to low attendance, Oulun Tarmo football was removed from B355 to the A lobby in the middle of the event. The problem was that most of the students did not go to the B3 floor unless they had a class there. Introducing chi kung was left in B355, because they were happy about the space and would not have benefitted from huge crowds. What could have been done better was that there could have been signposts around the school to guide the way to B355. SATS Finland



with its body composition analyzer had clearly the most popular stand. This was good PR for the event as it made the day point out from a normal school day.

The success in executing the welfare day was also done by observing the event in general. No major problems occurred during the day. The event was ready to start by 10 am and all of the cooperating partners were on time. At the end of the event there was still a line to the body composition analyzer, which was probably popular because the service is normally chargeable. As a conclusion to this, the test should be integrated to every welfare day event that will be arranged in the future. If possible, more than one body composition analyzers would cut down the waiting lines.

The feedback form was returned by 90 participants, of which 86 thought that they got at least some ideas on how to promote their personal wellbeing. 67 participants thought that the event was comprehensive enough and only three did not think so. The internal information channel Oiva reached 58 participants, Facebook 21, the bulletin board 19 and other channels 13 participants. Some participants had marked more than one channel. The other channels were the teachers' internal information channel Heimo, friends or the organizers. Contrary to expectations, the attendance was slightly less according to the returned welfare passes. It is possible that everyone did not fill the welfare pass even though they took part in the activities.

Some changes to the presenters needed to be made on the very last weeks of planning, because the physical therapy students that were contacted were not able to come after all. A first year physical therapy student, who was able to come with a short notice, replaced them. Oulun Tarmo football was also added to the event on the last week by their own request. Functional stands were seen to operate better than just informative ones. With some budget, the functionality could have been taken even further and made the event more visible. In the future, that would be a good visibility-enhancing factor in the marketing of School of Business and Information Management. It could attract new students to recognize that the school offers interesting, functional projects where responsibility is in greater demands.

Two authors of the thesis offered a possibility to organize a bigger event than before. It also made it possible for the organizers to stay on track with the duties what needed to be done, what were in progress and what were done. It is possible for only one person to do it, but most certainly better for two people or even a project group work. All of the marketing material was done in

English and Finnish to activate both Finnish and international students. Also as the visual side of the material was now organized as a project work for graphical design student it made it possible to gain more value for the event in the names of visual material with better quality.

The last chapter contains the discussion part, where the organizers evaluate the success of the project in their personal opinion. They also discuss what they have learned and what they achieved during the project.

## 7 DISCUSSION

The development tasks for the thesis were to share information and help finding ways to promote physical, mental and social wellbeing and to organize a successful event, which marketing communications meet the target group. As organizers, we are very pleased with the outcome of the day and we think that the development tasks were fulfilled. The feedback that we got from students supported the fact that the event was seen as successful and informative enough. The event itself did not suffer from any major setbacks and went fluently.

We as organizers have been interested in the field of event management throughout our studies. Both of our practical training periods have included mainly work in the area of event and project planning and execution. As the commission for this thesis work was given, it was discussed that it would be the best to be done by two students. This would allow the event to extend as it has been executed as a thesis work only once before this year. We were both interested in doing a functional thesis, where the results could be seen physically as in the names of the actual event. We were also very keen on doing a thesis that would combine both project and event management. Doing the thesis together, we would be able distribute the work and to develop the event having a richer content.

We got started more profoundly with the thesis work in the beginning of the year 2014. At first, we had a meeting with the commissioning party where we would share our ideas related to the work. The whole concept of wellbeing was not that familiar to neither of us but we were excited to start up with the project. Our earlier experience with organizing events definitely helped with this project as it was here and there quite challenging. There are a lot of things to be taken care of with this kind of a project and we highly recommend that in the future the commission would be more precisely defined. With good organizing skills and a proper project plan, and with the help of the student welfare team a future welfare day will obtain the value it should have.

A more explicit definition of the commission would have helped with starting up with the planning process. The student welfare team worked on the background of the thesis but with more precise objectives the support would have been more exploited. We were satisfied with how all of the presenters did their part during the day and helped us to make welfare day a successful event.

The timetable was tight but feasible. Outsourcing the preparation of the communication material was a very good idea and saved us a lot of time. The value-creating effect was also clear with this kind of arrangement. We both have experience on different areas related to our study programs and combining our know-hows definitely was something what could be considered to be done with this kind of a project in the future as well.

We learned a lot from this thesis, as working on the project was very concrete. Managing projects and event production are fields where responsibility can be learned in action and we think that doing this project gave us a lot of tools to use in the future. We also had to be flexible and at times go with the flow as some plans changed throughout the project. It was a good thing that we started the project so early, because time is always limited.

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## APPENDICES

TASK	TIMETABLE	AUTHOR
<b>Opening seminar:</b> <b>Preliminary agenda</b> <b>Preliminary references</b> <b>Preliminary table of contents</b>	Week 51	Oona Kolvanki & Jenni Mertaniemi
<b>Contacting the cooperation partners</b>	Week 3-4	same
<b>Working on the communication materials:</b> <b>E-mails, handouts, agenda etc.</b> <b>Writing the theory/framework</b>	Week 1-10	same
<b>Notifying the teachers about the welfare day</b>	Week 3	same
<b>Scheduling bulletins and reserving classes</b> <b>Notifying teachers about the bulletins</b>	Week 5-6 (once the schedules for the second period are ready)	Oona, Jenni and Erja
<b>Directions seminar</b>	13.2.2014	same
<b>Notifying the staff and students via intra and social media</b> <b>Hanging up the posters</b>	Week 9-13	same
<b>Welfare Day!!</b>	March 26th	same
<b>Presentation seminar</b>	6.5.2014	Same



**Welfare Day Marketing Plan**

**Week 3**

- ☒ Notifying the teachers about the upcoming Welfare Day
- ☒ Designing the poster with graphic designer Eevamaria Raudaskoski

**Week 5**

- ☒ Drafting the Finnish and English notifications
- ☒ Drafting the handouts/welfare passes

**Week 6**

- ☒ Once the second period schemes are ready, notifying some of the teachers about the classroom changes
- ☒ Creating an event on Facebook
- ☒ Finishing the notifications

**Week 7 (Directions seminar)**

- ☒ Finishing the poster and welfare passes

**Week 9**

- ☒ First notification for students in Oiva
- ☒ Publishing the event on Facebook
- ☒ Hanging up the posters on school walls and bulletin boards

**Week 12**

- ☒ Second notification for students in Oiva
- ☒ Second notification for teachers in Heimo and by e-mail

**Week 13 (WELFARE DAY on Wednesday)**

- ☒ Handing out & collecting welfare passes

**Week 14**

- ☒ Follow-up marketing: sending out thanks to cooperation partners and participants

**Welfare pass**

**26.3.2014 10-15**

<p><b>A-lobby</b></p> <p>SATS Finland <input type="checkbox"/></p> <p>Manninen Nutraceuticals <input type="checkbox"/></p> <p>Valtti <input type="checkbox"/></p> <p>Dental hygiene students <input type="checkbox"/></p> <p>Student health nurses <input type="checkbox"/></p> <p>Physical therapy student Lotta Haapaniemi <input type="checkbox"/></p> <p><b>B355</b></p> <p>Introducing Chi Kung <input type="checkbox"/></p> <p>Shows you can participate, every half an hour, starting at 11:30</p> <p>Oulun Tarmo Football <input type="checkbox"/></p>	<p><b>Floor 0 and restaurant Wallu</b></p> <p>Introducing Competitive Cheerleading <input type="checkbox"/></p> <p>Shows every half an hour, 10:45-12:45</p> <p>OTRO ry <input type="checkbox"/></p> <p>OSAKO <input type="checkbox"/></p>
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Return me to the A or B lobby!





Feedback form

**Did you get ideas on how to promote your personal well-being?**

☐ Yes                      ☐ Somewhat yes                      ☐ No

**Do you think that the event was comprehensive enough?**

☐ Yes                      ☐ No                      ☐ Hard to say

**From where did you hear about the event?**

☐ Oiva                      ☐ Facebook                      ☐ Bulletin board

☐ Somewhere else, where? \_\_\_\_\_

Other comments and development ideas:

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By filling out your information and returning this form to the A or B lobby, you will take part in a raffle with awesome prizes! The prizes are 2 x SATS Club City membership for 3 months each, 2 x gift card to Neste Oil gas stations and 1 x Manninen Nutraceutical Anabolic Overdrive 2 -recovery product.

Name:

E-mail:

Phone: